Fall colors, Sessions Mountain area, Bountiful/Farmington Loop, Steve Greenwood

JON M. HUNTSMAN, JR. Governor

GARY R. HERBERT Lieutenant Governor

Governor's Office Of Economic Development

JASON P. PERRY Executive Director

Utah Office Of Tourism

801-538-1900 800-200-1160 WWW.UTAH.TRAVEL TRAVEL.UTAH.GOV

LEIGH VON DER ESCH Managing Director TRACIE CAYFORD MICHAEL DEAVER Deputy Directors STACEY CLARK

Newsletter Editor

CHAD DAVIS Layout

Board Of Tourism Development

KIM MCCLELLAND
BOARD CAIRMAN
COLIN FRYER
Vice Chairman
BOB BONAR
STEVE BURR
CAMILLE CAIN
HANS FUEGI
MONA GIVEN
FRANK JONES
GEORGIANNA KNUDSEN
STEVE LINDBERG
JEFF ROBBINS
SHELLEICE STOKES

BOB SYRETT

This has been a busy fall for the Utah Office of Tourism and our partners around the state. We had a terrific launching of the Warren Miller film, "Off the Grid," at Abravanel Hall on Friday, October 20th. Kudos to Ski Utah, the UOT Board that approved the funding, Mike Deaver and all who worked to make this happen! Mike and Nathan will be heading to San Francisco to see the response and follow up on leads generated by attendees to the screenings held all over the country.

Congratulations to the Utah Sports Commission for landing the U.S. Speedskating Organization to the state.

The new, 35th annual Utah scenic calendar edition features 77 photographs depicting Utah's incredible scenery and features travelers of all ages enjoying activities in Utah's varied landscapes. The calendar's unique images represent the work of some of the nation's best outdoor photographers.

Creative text describes each month's featured photograph. A lift-up page provides access to information on events,

Primal Quest Utah, an ESPN extreme adventure race, was held in southeastern Utah this summer between June 25 and July 4. Besides contributing more than \$2 million to the economy of Moab and vicinity, the program vividly displayed the beauty and adventure this part of Utah offers.

Eighty-nine four-person, coed teams from across the globe competed in the 10-day race, covering 450 miles of

Managing Director's Message

Leigh von der Esch

With this addition, the U.S. Ski and Snowboard Association headquartered here and Amer Sports coming to Utah, we are truly expanding the "Utah-State of Sport" brand.

Primal Quest Utah, the outdoor adventure race based in Moab, showcased the southern part of the state over many nights on ESPN2 as well as broadcasting our winter commercial campaign. Southern Utah was also on the map with the Huntsman World Senior Games!

Finally, Utah will be welcoming hundreds of tour operators from November 3-7, 2006 at the Salt Palace

Convention Center for the National Tour Association's annual convention. UOT, working with the Salt Lake Convention and Visitors Bureau, has worked with other tourism partners to register 2,200 attendees. FAM tours, sightseeing, dinearounds and tour operator appointments, combined with the opening icebreaker and closing night party, will provide Utah with numerous opportunities to shine! We are encouraging everyone to welcome this prestigious group that is so important to Utah's tourism industry.

Thanks to all of our tourism partners! We appreciate working with you to tell the Utah story.

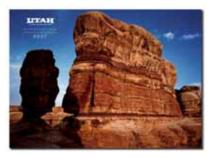


2007 Scenic Calendar Celebrates "Life Elevated"

celebrations and activities held across the state during the month, as well as additional photos of recreation and scenery typical to each season.

The Utah scenic calendar is recognized as one of the world's best, garnering honors for design and photography in national and international calendar competitions.

To purchase the 2007 scenic calendar, visit travel.utah.gov for details.





ESPN Takes Primal Quest Utah To The Extreme

extreme landscapes. Events included kayaking river rapids, riding horses and mountain bikes, mountaineering, demonstrating nighttime navigational skills, rock climbing and canyoneering in a vast variety of terrain. The grand prize was \$250,000.

The competition was televised the week of October 9 to 12 on ESPN and ABC networks, with the finale episode broadcast October 14 on ABC. During

the broadcast, Utah advertisements featuring the Life Elevated and Utah Sports Commission logos were featured.

The American Nike PowerBlast Team was the ultimate winner. They slept only 13 hours during their 143 hours of competition. The top ten teams included seven from the U.S. and teams from Canada, Sweden and New Zealand.

Primal Quest Utah was also covered in *Men's Fitness* magazine.

Utah Sponsors Warren Miller "Off the Grid" Tour Across The U.S.



The State of Utah joined Jeep and a small handful of other sponsors in producing the latest Warren Miller installment The Utah Office of Tourism's sponsorship of *Off the Grid* marks the first time that any state entity has sponsored the Warren Miller film tour in the 57-year history of the series of action winter sports films.

"An increase in our advertising budget due to the generous support of the Utah Legislature allowed us to partner with Warren Miller for the first time," said Leigh von der Esch, managing director of the Utah Office of Tourism.

"Warren Miller Entertainment is the most recognized and respected name in the action sports film industry. It's only fitting for Utah, the home of The Greatest Snow on Earth®, to team up with them," said Nathan Rafferty, president of the Utah Ski and Snowboard Association.

The Warren Miller tour crisscrosses the country from October to December 2006 as a limited release with 400-plus screenings in more than 180 cities in 35 states.

Off the Grid features an eight minute Utah ski segment featuring local athletes. A Utah commercial will air before each screening to provide additional exposure for the state 's ski industry.

LET IT SNOW! Utah Ski Resorts Making The Grade With Avid Skiers

If you are involved in a state or federally designated Scenic Byway or know a byway leader or committee member, please be aware that the application process for FHWA Scenic Byways Program funding will be changing dramatically for

For information on future applications, including Corridor Management Plan Implementation Funds and so called "Seed Grants," please contact Stacey Clark in the Utah Office of Tourism at 801-538-1373 or staceyclark@utah.gov.

2007 and beyond.

Utah resorts figure prominently in the western U.S. resort listings in *SKI* magazine's annual reader resort survey published in the October 2006 issue.

The magazine explains the results of the 2007 reader survey, its 19th, with the statement, "TRUST THEM. The skiers – a record 6,000 of them – who took part in this year's survey got it right. Readers identify the criteria that matter most to them, then rank resorts they've recently visited accordingly. *SKI* readers are an astute – not to mention well-traveled – bunch, and their consensus is convincing."

In the Overall Category, Deer Valley ranked second; Park City, fifth; The Canyons, 15th; Snowbird, 21st; Solitude, 25th; Alta, 28th and Brighton, 29th.

For Best Weekend Escape, Park City Mountain Resort received the nod for delivering good snow and its proximity to the Salt Lake City Interntional Airport. Snowbird made the list for Best Skier's Mountain with its 500 inches of snowfall, vertical drop of 3,240 feet, four bars and 29 mile distance from the airport.

The Best Luxury Destination was Deer Valley Resort, and Alta was named as Best Value Destination.

In the all important matter of Snow, Powder Mountain was number one; Alta, second; Snowbird, third; Brighton, fourth; Solitude, sixth and Deer Valley, eighth. Deer Valley's Grooming took first place.

For Terrain/Variety, Alta was sixth and Snowbird rated seventh. For Terrain/Challenge, Snowbird ranked second and Alta, third. Brighton came in seventh and Park City, eighth in Terrain Parks.

For Value, Powder Mountain rated first; Alta, second; Brighton, sixth and Solitude, ninth.

Snowbasin was ranked first for

Lifts with Deer Valley at number five. Being rated number one for Service was another Deer Valley coup; Snowbasin ranked third.

The Weather winners were: Deer Valley, first; Brighton, second; Solitude, third and Alta, fifth.

Readers ranked Utah's resorts high for Access with Park City, second; Deer Valley, third; The Canyons, fourth; Snowbird, fifth; Solitude, sixth; Alta, eighth and Brighton, ninth.

For Lodging, Deer Valley was third and Park City, ninth. In Dining, Deer Valley took second and Park City, seventh. For On-Mountain Food, Deer Valley was ranked first, followed by Snowbasin at second. Park City rated seventh in Après Ski and also seventh in Off-Hill Activities. Deer Valley was sixth for Family Programs.

In the area of Overall Satisfaction, Alta took first place, Deer Valley, fourth; Snowbird, seventh and Powder Mountain, eighth.

Utah Set To "WOW" The World Travel Market In London



Utah's booth design employs the "slickrock" orange motif and captures the energy of the "Life Elevated" brand

Staged annually in London, World Travel Market is a must attend, business-to-business exhibition that provides a unique opportunity for the global travel trade industry to meet, network, negotiate and conduct business. In 2005, World Travel Market experienced its greatest year ever with a 5% overall increase in attendance to almost 49,000 visitors. Media attendance grew by 7% to 2,909. All signs point to a record-breaking 2006 exhibition!

Utah's World Travel Market delegation will include representatives from the Salt Lake Convention & Visitors Bureau, Ski Utah, National

Parks and representatives of the Office of Tourism. We will exhibit in the same general area as our regional partners New Mexico, Colorado and Arizona. To enhance the team's participation, the Utah Office of Tourism is busy preparing a full schedule of trade and media appointments.

World Travel Market organizers also provide opportunities for participants to attend on-the-spot free educational seminars and workshops. Topics range from "China - The Future of Travel" to "Space Exploration - The Next Generation of Travel."

SPOTLIGHT: Marketing Outlook Forum

On October 11-13, the Travel Industry Association of America (TIA) held its annual Marketing Outlook Forum in Boca Raton, Florida. The conference was attended by Shelleice Stokes, Chair of the Marketing Committee for the Utah Board of Tourism Development, Leigh von der Esch, Managing Director of the Utah Office of

Tourism, and Dave Williams, Research Coordinator for the Utah Office of Tourism.

The conference offered numerous speakers of note, with meetings and a wide variety of workshops including: Search Engine Marketing & Optimization, The In's and Out's of Niche Market Travel, Blogging, Podcasting & RSS Feeds, U.S.

Domestic Travel – What's Hot & What's Not, Words that Work: the Language of Travel & Tourism and an outlook for tourism for the upcoming year by Dr. Suzanne Cook from TIA.

Additionally, Leigh met with the National Council of State Tourism Directors and Dave met with the State Tourism Researchers Roundtable.

www.utah.travel



Amer Sports, U.S. Speedskating Move Headquarters To Utah

In a major sports industry relocation, Amer Sports Corp. is consolidating its winter and outdoor U.S. unit and moving the operation to Ogden next summer. The choice of Ogden was based on proximity to the Wasatch Mountains and Salt Lake City International Airport, as well as economic incentives from the state and Ogden City. The company will bring three major brand lines to the

state, most notably Atomic and Sal0mon skis.

In an additional recruitment, incentives from the Utah Sports Commission to host events and assist with relocation costs, combined with a skating oval known as "the fastest ice on earth" convinced the U.S. Speedskating Organization, the sport's national governing body, to relocate to Utah from Ohio.

According to Utah Sports Authority President and CEO Jeff Robbins, who is also a member of the Utah Board of Travel Development, Utah can expect additional funding from the U.S. Olympic Committee toward speedskating training costs.

Amer Sports and the U.S. Speedskating Organization will join the U.S. Ski and Snowboard Association in calling Utah home.

Utah Film Commission: Serving Utah's Film Industry

As the weather turns cold and the leaves change color, we look ahead to our biggest events of the year. The annual commercial contest, the Sundance Film Festival and the next legislative session are coming soon. For the past several months our office has been focusing on raising awareness about the Motion Picture Incentive Fund and directing legislative and media attention to the economic escalation that has resulted from the film industry in Utah. We have made a concerted effort to market the state through strategic ad placement, frequent press releases, promotional campaigns and events. On a recent trip to Los Angeles we met with the

heads of Disney, Warner Brothers, Hallmark, Lifetime, and various independent producers with projects in the works. We are working hard to ascertain steady production throughout the year.

Governor Huntsman and our office have been busy visiting sets and have enjoyed seeing what is happening behind-the-scenes and seeing our crews at work. For those of you who are unfamiliar with our office, we would like to clarify the role of the film commission so that we may be of better service to you. The Utah Film Commission serves as a marketing agency for the State of Utah and works to promote high paying quality jobs through film

production. Though the Utah Film Commission does not operate as an employment or regulatory agency, we are here to help with anything that we can, so please don't hesitate to contact our office with questions. It is our policy not to make recommendations or referrals for production jobs, though we do provide producers with options for crews and distribute contact information through our resource guide and website. We are in the process of overhauling our resource directory so be sure to continually update your listing or register if you have not done so already. You can access the online directory at film.utah.gov.



UOT Seeks \$3 Million For New St. George Welcome Center

St. George, the nation's fastest growing metropolitan area, is booming. Washington County, today at 125,000 residents, is expected to burgeon to 600,000 by 2050. In an effort to ready infrastructure for the 2010 projection for opening a new \$110 million airport, the Utah Department of Transportation (UDOT) is making plans to design and build a new I-15 interchange to service the planned airport access road. But, unfortunately for the state welcome center on NB I-15 just north of the port of entry, those plans call for the freeway access to be built right over the top of the existing tourist information center. The bottom line for the

Utah Office of Tourism (UOT) and our regional partners managing the welcome center is that we have a July 1, 2007 center closure to contend with to clear the way for the UDOT construction. Several interim solutions are on the table, including possibly moving temporary operations to the convention center or an existing BLM office, but a permanent home needs to be secured for the state's busiest and highest-profile tourist information center.

The plans for the new interchange at mile-marker two call for a public-private partnership rest stop to be built immediately off the freeway exit. UOT recently met with UDOT, the School Institutional

Trust Lands Administration (SITLA) and local tourism officials to look at the proposed freeway-adjacent site for a new center. Additionally, the Utah Office of Tourism has put forward a \$3 million request to the State Building Board for the Division of Facilities Construction & Management. The request has been prioritized and will now go to the Governor's Office for possible inclusion in the FY08 budget.

In a related move, the UOT is currently undertaking a statewide survey to assess the regional impact of our state welcome centers. Last year, 566,000 travelers utilized Utah's five statewide locations.



Utah Selects New UK Representation: Cellet Travel Services Ltd

The Utah Office of Tourism has selected Cellet Travel Services Ltd. to provide marketing and public relations services for the state in the United Kingdom. The UK is the largest overseas market for the U.S., generating 4.3 million visitors each year.

Following an extensive evaluation process, the firm was chosen to spearhead the state's outreach program in Britain. Cellet specializes in sales, marketing and PR for the U.S. and has a proven track record of generating incremental business for

their clients, among them the cities of Las Vegas and Chicago and several states. Their expertise and contacts with major tour operators, travel agents, airlines, press and media should open many doors for businesses large and small throughout Utah.

OUT & ABOUT

10/18-24 German travel agents to tour national parks, Highway 12 and St. George 10/19-21 Adventure Travel World Summit, Seattle, WA 10/28-11/4 Belgian national newspaper and bike magazine visits Moab and Salt Lake City Board of Tourism Development Meeting, Salt Lake City, UT 11/3 NTA 2006 Annual Convention, Salt Lake City, UT 11/3-7 11/6-9 World Travel Market 2006, London 11/15-19 CITM, Discover America Pavilion, Shanghai 11/25-28 FIT, Travel / Consumer Exhibition, Argentina 12/2 Grand Circle Association Meetings, Moab, UT 12/12-18 Mexican press tour to launch Delta Air Lines new Mexico City - Salt Lake City service 02/12-15 Go West Summit, Portland, Oregon 03/7-11 ITB. Berlin 04/21-25 Pow Wow International, Anaheim, CA

Mona Given, UOT board member, is leaving the Huntsman World Senior Games after serving for 19 years in public relations and as CFO. Best of luck in your new pursuits!



World Senior Games Open With Color and Ceremony

Athletes marched and fireworks blasted during the opening ceremonies of the Huntsman World Senior Games on October 10.

Gov. Jon Huntsman, Jr. spoke thanking his parents, Jon and Karen Huntsman, for helping make the games a success, adding that 20 years ago the games started with only 300 participants and this

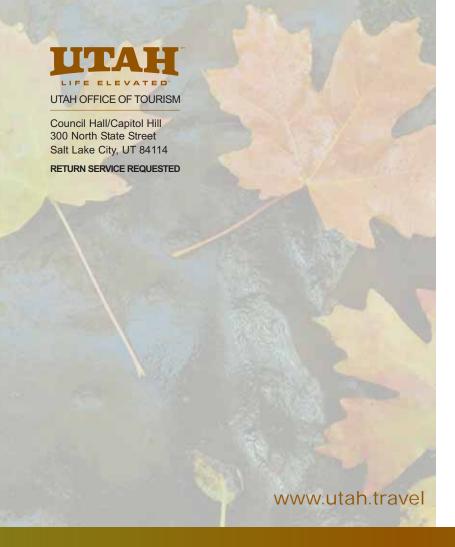
year nearly 10,000 athlete participants represented all 50 states and 25 foreign countries.

The retirement of Mona Given, longtime supporter and treasurer for the games, was announced as she toured the stadium with the Huntsman torch. She later said it was an emotional time for her, but that it's been a great experience working with the people

involved in the games. Given is a member of the Utah Board of Travel Development.

In September, the annual Huntsman World Senior Games received \$75,000 from the Utah Office of Tourism's Cooperative Marketing Program to be used for future promotion of the games outside the state of Utah.





PRSRT STANDARD
U.S. POSTAGE
PAID
SALT LAKE CITY, UT
PERMIT NO. 4621



Utah In The News

Backpacker Magazine

...featured Feeling Gravity's Pull Hiking Blue John Canyon, which is an area west of the Green River and into Canyonlands National Park.

Bicycling Magazine

1 The article *You Have To See It To Believe It* details mountain biking on Powell Point, a notoriously difficult course for bikers.

Western Group Tour Magazine/Fall

Taking the High Road in Utah highlights Utah's five national parks; Moab's art scene including music, folk and arts festivals; the Artist's Studio Tour; dinner shows and wineries; winter thrills detailing 800 miles of groomed snowmobiling trails statewide, with nine in Salt Lake City; Temple Square; the Mormon Tabernacle Choir; Family History Library and Museum of Church History and Art.

Men's Fitness Magazine

The *Primal Quest* adventure racing lasted 10 days, featuring biking, horseback, kayaking and rock climbing over 400 miles of some of the world's most extreme conditions. This year the adventure started in Moab, with 89 teams competing among Utah's outback.

Ski Magazine

Highlighting the mixing of business and pleasure, *Conference Call* mentions Hotel Park City as it chronicles the strategies resorts are employing to attract conferences.

2 In *Strange Brew*, Huntsville's Shooting Star Saloon is touted as the oldest operating saloon in Utah, just 15 minutes from Snowbasin.

3 The Restaurant Review column calls Ghidotti's in Park City, "a campy tribute to Vegas by way of New Jersey, with Italian food at its finest."

A Walk in the Park features the latest ski fashions photographed alongside hip Park City backdrops.

Skiing Magazine

4 Killer New Terrain touts The Canyons new Dreamscape chair that rises to 1,515 vertical feet on the southern edge of the resort. It also mentions the resort's new 200 acres of gladed terrain.

Five Things To Do In Utah included cruising the glam on the Snowbird Tram, hucking Wolverine Cirque in Big Cottonwood Canyon and, of course, going resort skiing on the Greatest Snow on Earth®.

The *Inside Line* offered a guide to The Canyons powder, snowboard park and pipe, weather and après ski scene including food, lodging and nightlife.

5 Five Swanky Ultra-Lounges mentioned recent upgrades at Harry O's in Park City, including private rooms and six separate bars. It also claimed VIPs cluster around the large dance floor/stage during performances by some of the biggest acts in town.

Some of the magazine's *Best of the Year* photographs are of Alta Resort and backcountry.

 \mathbf{x}

